Summer 2010

Go! Green Outreach, Summer 2010

University of Arkansas, Fayetteville. Division of University Advancement

GO! Green Outreach

SHARING SUSTAINABILITY NEWS, EFFORTS AND IDEAS WITH THE PEOPLE OF CAMPUS

VOL 3 • ISSUE 3 • SUMMER 2010

This Summer, GO! Green with Social Media

Assuming none of our readers live under a rock, you are familiar with the impact social media has on everything we do these days. If you have some free time this summer, check out sustainable resources on Facebook, Twitter and throughout the blogosphere!

After a quick "sustainability blog" Google search, the amount of information was incredible. Individuals, businesses, universities — everyone is going green and trying to help others follow suit.

Enjoy learning and researching ... the 2010 way!

UNIVERSITY OF ARKANSAS

Green Ranking for Arkansas

The new Guide to 286 Green Colleges, published by The Princeton Review in partnership with the U.S. Green Building Council, includes the University of Arkansas among its list of 286 colleges and universities with the most impressive campus sustainability programs. It was the only university in the state included in the guide.

According to The Princeton Review, the publication chose the 286 schools included in the Guide based on the "Green Rating" scores the schools received in summer 2009 when The Princeton Review published Green Rating scores for 697 schools in its online college profiles and annual college guidebooks. The Princeton Review's "Green Rating" is a numerical score from 60 to 99 that's based on several data points. The University of Arkansas got a 97 rating in the 2009 Green Rating.

The guide may be downloaded here. http://www.princetonreview.com/green-guide.aspx.

CONTENTS

Students Build Home.....2

Recyclemania Results.....3

Profile 4-5

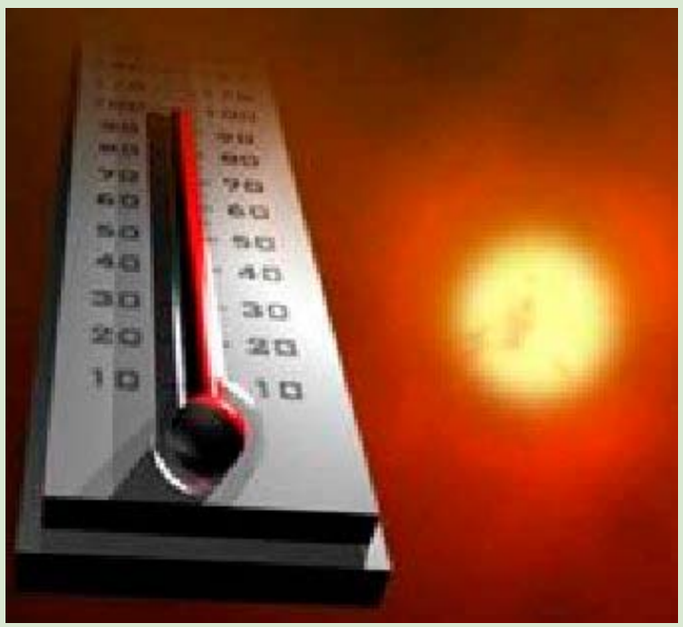
Transportation Survey.....6

Eco-Logical Fayetteville 7

Peer Review: Brown U.....7

Campus News.....8

Sustainability Consortium 9



Students Design - and Build - Home, Incorporate Sustainable Elements

The architecture students had two main parameters when designing the home: It had to fit through the doors of the warehouse where they'd spend months building it, and it had to glide easily through the Bobby Hopper Tunnel.

Fifteen fourth- and fifth-year architecture students designed and built a modular home in the PreFab Landscapes studio, led by Michael Hughes, an associate professor in the Fay Jones School of Architecture at the University of Arkansas. The project was done in collaboration with the Downtown Little Rock Community Development Corp. and mentors from the design and construction professions. It's the first of several homes planned in this partnership between the school and the Little Rock group, a nonprofit organization focused on community revitalization.

Sustainable elements include energy-efficient appliances, soy-based spray foam insulation and a tankless water heating system that heats water as it's used rather than preheating a water tank. In addition, attention was paid to the solar orientation, providing daylight and opportunities for cross ventilation. Combined with the innovative cedar screen that shades the house from the sun, these passive strategies reduce the overall energy needs and ensure low utility bills for the home's future occupants.

Hughes said this type of full-scale experience is an important component to design education. This studio project challenged the students to maintain the rigor and clarity of their design intentions while also dealing with the challenges and pressures of bringing the concept to reality.

To see pictures of the construction and read more, visit Arkansas Newswire. http://newswire.uark.edu/Article.aspx?ID=14073.

Recyclemania!

For the third time ever, the University of Arkansas participated in "RecycleMania," a national competition among college and university recycling programs.

For the period from Feb. 1 through March 27, the university measured the collection of recycled materials against the collection of other universities in the nation.

Arkansas came in first place in the Grand Champion Division and the Waste Minimization category of the contest in the Southeastern Conference with its cumulative recycling rate of 23.79 percent. That means of the total amount of 30.60 pounds of waste per person collected by the University of Arkansas during RecycleMania, 23.79 percent of it was able to be recycled. The institution's true recycling rate is 34 percent, said Gary Enzor with Razorback Recycling. "But this includes other items like scrap metal, etc., that is not included during RecycleMania."

In the 10-week RecycleMania period, the University of Arkansas recycled 86.3 tons of paper, 18.2 tons of cardboard and 4.8 tons of cans and bottles.

FEDS GO GREEN

In honor of the 40th anniversary of Earth Day, the federal government's chief information officer, Vivek Kundra, laid out how government IT is going green as a way of saving energy and money.

The federal government will cut energy use by using cloud computing, remote work and data center consolidation. Migrating computing services to cloud computing – or Internet-based computing where users share resources, software and information – is thought to free employees to work remotely, cutting down on office energy and commuting emissions. Kundra cited the U.S. Patent and Trade Office of being a successful model of this as half the agency's staff works remotely.

Read more: https://www.greenbiz.com/news/2010/04/28/telework-cloud-computing-central-feds-green-it-plans#ixzz0mzFas2CD.

Sustainability Profile: Sharon Donnelly

Sharon Donnelly spends her days working for the office of planned giving in University House on Maple Street. She works to raise much-needed private dollars for the university. In many ways, Sharon is like most staff on campus — hardworking and committed to the mission of the institution. But if you happen to see Sharon driving to and from work, you may think she stands out ... in her adorable Smart Car! The car is one of many ways Sharon makes sustainable choices in her life. We asked her a few questions.

How do you "go green" at work and at home?

I take reusable carry-out bags into stores, turn off the water when brushing my teeth and washing my hands, and use a metal thermos for drinking water instead of buying water in plastic bottles. We recycle everything that's allowable, always buy Energy Star items and have replaced our lights with the CFL light bulbs. Our bathroom doesn't have a window so we installed a sun tube and never have to turn on a light during the day.

We also made wire compost bins for yard waste & food scraps, sign up for e-newsletters rather than receiving paper copies and have an online subscription to the newspaper instead of receiving the physical copy. We recently set up an account at www.earthaid.net for tracking our utility use. They have great tips for reducing a household's carbon footprint. As our first step we've ordered a power usage meter device so we can monitor how much electricity each appliance is using and then see where we can cut back and save.

Tell us about your decision to purchase a Smart Car.

With two cars, either one of us was alone in a vehicle or one car was sitting empty when we were together. The concept of an economical two-seater had been on our minds for a while. My husband found out that the European Smart model was going to be manufactured for the U.S. We loved the look of them and after checking out their website (www.smartusa.com) and reading about the ultra-low emissions, how they were manufactured (up to 95% recyclable), the fuel economy, the

safety rating and the reasonable price, we were ready to test drive one.

Tulsa has the closest dealership, so we set up a test drive. The leg and head room was quite comfortable. It handled very well and there's enough cargo space for groceries or a long weekend trip. We've had the Smart for over a year and I've not been disappointed. It has an Electronic Stability Program which makes it handle exceptionally well on slick roads or in snow. We've traveled to Iowa in it and felt perfectly safe alongside the tractor-trailers. Others who have ridden in it agree that it doesn't feel like you're in a small car when you're inside.

Smart's latest green effort in honor of its one year anniversary in the U.S. is to plant a tree for every Smart sold here. They have partnered with American Forests, a non-profit citizens' conservation organization, and will be planting about 25,000 trees in the Cache River State Natural Area in southern Illinois. One of those trees will be for our Smart.

An obvious perk to driving a Smart car is parking. The wheels are right at the front and back of the car, which makes pulling into a tiny spot very easy. One advantage I hadn't thought of is that I can wash off the entire car in the driveway in about 10 minutes, and it doesn't take much water to keep it clean!

I've had men and women pull up beside me at stop lights to ask how fast it will go (70-75 easily), what the gas mileage is (I get 31-32 in town), how much it costs (about $15,000 for a mid-level model), if it's safe (yes, it has a steel housing crash box called a tridion safety cell) and where you can get one (Tulsa). I get the same questions from people who talk to me at gas stations and in parking lots. For both its "green factor" and its "fun factor" I'm always glad to tell them about my experience with the Smart car.

What simple suggestions could you offer to people who think it's difficult to be sustainable?

Turn off the water when you're brushing your teeth. Conservative estimates are it can save eight gallons per day per person. Even in a household of only two people, that's nearly 6,000 gallons less water per year. When you multiply that by the number of households in a community or a state or the country, it's a mind-boggling amount of water that could be saved with no effort or inconvenience.

Are there areas for improvement in your green life?

We want to continue reducing our contribution to the amount of non-recyclable waste that goes to the landfill, to be more conscious of the environmental impact in all our purchasing decisions, reduce our utility usage and get a rain barrel set up.

If you know someone on campus who practices sustainability every day, let GO! know.

Contact Laura Jacobs at laura@uark.edu or Danielle Strickland at strick@uark.edu.

Opinions Sought in Two Transportation Surveys

The population of Northwest Arkansas is growing. As population grows, so do transportation concerns. How will all these people get to work, school, or all the other destinations involved in daily life? Smart planning is crucial; but to plan for smart growth, reliable data must be gathered and analyzed. Information about what people are willing to do about their individual driving habits is needed.

One survey, being conducted by graduate student Larry Driver, has been approved by the university's Institutional Review Board and is limited to students and residents of Fayetteville. The short survey is available here: http://www.surveymonkey.com/s/R5GMKTJ

The Northwest Arkansas Regional Planning Commission is conducting a regional transportation planning survey until July 31 and may be found here: http://www.nwarpc.org/ Public response will be useful to the commission as it updates its Long Range Transportation Plan, guiding regional transportation improvements through 2035.

Maintenance Influences Retail Giant's Store Design

Nikki Springer presented a lecture titled "To Maintain and Sustain: The Changing Role of Maintenance in Design and Sustainability" April 12, in Ken Shollmier Hall in Vol Walker Hall. Springer, who is leader of the landscape facilities team at Walmart's Home Office, reviewed how the role of maintenance is directly influencing the redevelopment of the company's new store prototype designs for buildings and sites. She is the 2010 Garvan Chair in the landscape architecture department of the Fay Jones School of Architecture.

UNIVERSITY OF ARKANSAS
FAY JONES SCHOOL OF ARCHITECTURE

Eco-Logical Fayetteville: It Just Makes Sense!

Companies and government agencies around the world encourage employees and citizens to consider their personal impact on the environment. They talk about their electricity and water usage, transportation practices and general waste. Through Eco-Logical Fayetteville, a pilot project launched Thursday, April 22, the University of Arkansas Applied Sustainability Center is linking arms with the city of Fayetteville and a number of other community partners to bring a similar practice to a much larger audience: all Fayetteville residents.

Eco-Logical Fayetteville offers a variety of tools and resources to help city residents understand their current environmental footprint and reduce their collective impact. It includes an online dashboard at http://ecologicalcommunities.org where participants can pledge to make environmentally friendly decisions and see the collective impact they are having. Through innovative partnerships, Eco-Logical Fayetteville is leveraging other resources to help area residents with this effort as well. By working with energy start-up Earth Aid (www.earthaid.net/EcoLogicalFayetteville), participants will be able to track their actual energy and water usage at home, compare their usage to that of friends and neighbors, and earn discounts and offers from local businesses for saving through the Earth Aid Rewards Program.

Read the full press release on Newswire: http://newswire.uark.edu/Article.aspx?id=13996.

Peer Review: Brown U = Green U

Since its start in 2002, the Community Harvest program at Brown University has represented their school's commitment to socially and environmentally sustainable purchasing practices. The program aims to support food producers in the Rhode Island region, and its mission has been met with much excitement around campus.

Brown Dining strives to purchase locally grown and fairly traded foods. Because of the relationships formed throughout the community, students enjoy freshly pressed local apple cider and locally grown cherry tomatoes in their dining halls. Local milk is served along with local apples. The univeristy hosts a weekly farmers' market on campus during the fall months.

In addition to the Community Harvest program, Brown Dining keeps a check on their waste, and they have been composting since 2006. They have a system in place for donating leftovers to the local food bank and other hunger relief organizations, and some food is rerouted to local farms where it is used as animal feed. The univeristy also has formal partnerships with local soup kitchens, and the Brown community is encouraged to volunteer.

Learn more about the efforts of Brown University by visting their Web site: http://www.brown.edu/Student_Services/Food_Services/community/index.php.

Earth Day Turns 40

The University of Arkansas celebrated Earth Day with free food, a vendor fair and speakers on the Central Quad between the Arkansas Union and Mullins Library and stream cleanup of College Branch Creek on April 22.

Many companies and organizations exhibited their information about solar and wind energy; wood stoves; weatherization and building-energy conservation products and services; fair trade; organic and locally produced foods; social justice and creation care programs; green business development; electric and hybrid vehicles, and more.

A cleanup of College Branch Creek, a key tributary to the West Fork of the White River, was held and will be an annual campus Earth Day project.

Nick Brown, the director of campus sustainability, encouraged the campus community to be diligent in recycling in his remarks and also reported on the campus' carbon footprint:

"The University of Arkansas' carbon footprint, at about 180,000 tons of CO2 emissions per year, has continued to rise each year from 2002 through 2009, the years for which we have data. We think that next year's GHG emissions inventory will be smaller than this year's for the first time since we've been tracking this issue.

"A $52 million investment in an on-campus energy conservation and efficiency program, Razors Edge, makes an emissions reduction from FY2009 to FY2010 likely, and a 30 percent long term reduction likely. This is a success story. In fact, we're the most successful institution in the state in this regard," Brown said.

The university has made a commitment to reduce greenhouse gasses 50 percent below 'business as usual' level (30 percent below 2005 level) by 2021. Brown will continue to give an annual update on Earth Day.

Engineering Professors Win Top AT&T Prize

A team of researchers from the University of Arkansas has won the 2010 AT&T Technology & Environment Award. The university is one of three institutions nationwide being recognized, and will receive a $25,000 cash prize from AT&T.

Kazem Sohraby and Jingxian Wu, professors of electrical engineering in the College of Engineering at the University of Arkansas, led the winning research team; their collaborators at AT&T Research Labs were Rittwick Jana and Mahmoud Daneshmand.

Now in its 15th year, the AT&T Technology & Environment Award — formerly known as the Industrial Ecology Fellowship Program — recognizes university and college research focused on how information and communications technology affects the environment. It is intended to stimulate research surrounding environmental issues, engineering, science and other disciplines.

Innovative Sustainability: A Consortium of Leaders

In July 2009, the University of Arkansas and Arizona State University announced the start of the Sustainability Consortium, an independent organization of diverse global participants that work collaboratively to build a scientific foundation that drives innovation to improve consumer product sustainability. Since that time, some 55 businesses and non-government organizations have joined the consortium and announced their commitment to providing better sustainability information to decision makers at every point in a product's life cycle. View a complete list of members here http://www.sustainabilityconsortium.org/members.

Even if you've read the recent announcements about companies joining the consortium, you may still be wondering what it all means.

The Sustainability Consortium:

1. Supports a fully transparent process and system for all data, methods and algorithms; participants will know how metrics are derived and used to evaluate environmental and social impacts (data explicitly acknowledges and reports uncertainty in a standardized way).

2. Leads a scientifically grounded approach to measuring, communicating and educating on the environmental, economic and social impacts of consumer goods and will identify opportunities for innovation across the entire product life cycle.

3. Organizes the community of data users with new and empowering tools.

4. Seeks to balance rapid growth, broad enrollment, cost effectiveness and data/methods development; underlying databases will be widely accessible, affordable, validated, transparent and designed for continuous improvement.

5. Engages in modeling how innovations and changes in manufacturing and consumer use of products can address pressing sustainability imperatives around the globe.

Put simply, the consortium is working to inform decision makers at every level about the products we produce, sell and use. If you'd like to learn more, visit http://www.sustainabilityconsortium.org/.

Quick Tip from GO!
Ceiling fans can keep you comfortable in your home at a higher temperature. The result: More money in your pocket for summertime fun. Stay cool!